

## **IN THE CLAIMS**

Please amend the claims as follows:

1. (Currently Amended) A networked sales method, comprising:

presenting with a sales server, via a first network, item information associated with an item on a sales screen to a user, the item information including an item identifier for an item, and a price box for the item;

communicating with a sales server a variable falling price schedule for the item to the user, the variable falling price schedule including a plurality of entries, each entry indicating a price at which the item is to be offered for sale in a specified time period;

receiving at the sales server a reminder request associated with an entry in the variable falling price schedule; and

notifying the user through a second network with a near-real-time alerting mechanism when the price of the item is the price indicated in the entry associated with the received reminder request, the second network being a wireless network.

2.-5. (Cancelled)

6. (Previously Presented) The method of claim 1 wherein the notifying the user includes presenting a purchase acceptance control button to the user.

7. (Previously Presented) The method of claim 6 wherein the notifying the user includes notifying the user through a telephone network, and wherein the presenting of the purchase acceptance control includes requesting that the user signal acceptance of a purchase acceptance using dial keys for a telephone connected to the telephone network.

8. (Previously Presented) The method of claim 1 wherein acceptance of the reminder request in the receiving of a reminder request from the user is contingent upon receipt of contact information for the user, wherein the presenting of the item is independent of the receipt of any contact information from the user.